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<p>(21) International Application Number: PCT/US98/12419</p> <p>(22) International Filing Date: 15 June 1998 (15.06.98)</p> <p>(30) Priority Data: 60/048,940 16 June 1997 (16.06.97) US 60/049,877 17 June 1997 (17.06.97) US</p> <p>(71) Applicant: DOUBLECLICK INC. [US/US]; 32nd floor, 41 Madison Avenue, New York, NY 10010 (US).</p> <p>(72) Inventors: MERRIMAN, Dwight, A.; Apartment 2, 133 East 39th Street, New York, NY 10026 (US). O'CONNOR, Kevin; 115 Central Park West#7B, New York, NY 10023 (US).</p> <p>(74) Agent: JACOBSON, Allan, J.; 13310 Summit Square Center, Route 413 & Doublewoods Road, Langhorne, PA 19047 (US).</p>		<p>(81) Designated States: AU, BR, CA, CN, HU, IL, IS, JP, KR, MX, NO, NZ, PL, RO, RU, SG, European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE).</p> <p>Published <i>With international search report.</i></p>	
<p>(54) Title: METHOD AND APPARATUS FOR AUTOMATIC PLACEMENT OF ADVERTISING</p> <p>(57) Abstract</p> <p>A computer system for automatic replacement of direct advertisements in scarce media includes an advertising server for selecting a direct advertisement based on certain criteria. Transaction results of the direct advertisement placement are reported back to the advertising server, and an associated accounting system. In one embodiment, the <u>direct advertiser's</u> server reports transactions back to the advertising server by email. In a second embodiment, a direct proxy server brokers the user's session (or interaction) with the direct advertiser's server, including transaction processing and the direct proxy server reports the results of transactions back to the advertising server and its associated accounting system. A direct proxy provides an independent audit of transactions at a remote direct advertiser's web site. The feedback of the results of direct advertisement transactions provides an efficient utilization of direct advertising space by way of an automated computer system with a predictive model for selection and distribution of direct advertising.</p>			
<pre> graph TD START((START)) --> S1[REQUEST FOR OFFER (OR TIME TO PUSH)] S1 --> S2[LOOK UP USER INFO (SUCH AS # OF TIMES A USER HAS SEEN EACH OFFER)] S2 --> S3[SET CURRENT OFFER EQUAL TO CURRENT OFFER + 1] S3 --> D1{HAVE ALL OFFERS BEEN REVIEWED?} D1 -- NO --> S4[CALCULATE EXPECTED RETURN BASED UPON ANY OR ALL OF FOLLOWING: 1) USER CHARACTERISTICS 2) PAST EXPOSURE TO OFFER 3) THE OFFER'S HISTORICAL STATISTICAL PERFORMANCE IN THE CONTEXT OF EVENT 4) PAYMENT RATE FOR THE OFFER] S4 --> D2{IS EXPECTED RETURN HIGHER THAN BEST OFFER TO DATE?} D2 -- NO --> D3{MARK AS BEST OFFER} D2 -- YES --> S5[SEND IS/SH BEST OFFER] S5 --> END((END)) </pre>			